



## Early Journal Content on JSTOR, Free to Anyone in the World

This article is one of nearly 500,000 scholarly works digitized and made freely available to everyone in the world by JSTOR.

Known as the Early Journal Content, this set of works include research articles, news, letters, and other writings published in more than 200 of the oldest leading academic journals. The works date from the mid-seventeenth to the early twentieth centuries.

We encourage people to read and share the Early Journal Content openly and to tell others that this resource exists. People may post this content online or redistribute in any way for non-commercial purposes.

Read more about Early Journal Content at <http://about.jstor.org/participate-jstor/individuals/early-journal-content>.

JSTOR is a digital library of academic journals, books, and primary source objects. JSTOR helps people discover, use, and build upon a wide range of content through a powerful research and teaching platform, and preserves this content for future generations. JSTOR is part of ITHAKA, a not-for-profit organization that also includes Ithaka S+R and Portico. For more information about JSTOR, please contact [support@jstor.org](mailto:support@jstor.org).

The volume, then, should be regarded as a source book of advertising related to economic implications rather than the technique of advertising. It is excellent in suggesting to the student forming a campaign, the difficulties and the triumphs of past experiences.

HERBERT W. HESS.

*University of Pennsylvania.*

---

FARNAM, HENRY W. *The Economic Utilization of History*. Pp. viii, 200. Price, \$1.25. New Haven: Yale University Press, 1913.

This little volume brings together in convenient form several addresses and articles prepared by this well-known Yale professor. There is no clearly discernible thread of unity upon which the twelve chapters may be strung. The last nine chapters present in an attractive manner the theories of social reformers in relation to the problems of labor and of labor legislation. In the first chapters of the book, Professor Farnam upholds the thesis that economists as well as physicists and psychologists, can frequently utilize experimentation in studying economic subjects. American economists are especially open to criticism for neglecting their opportunities.

The United States, composed of the federal government, state and municipal governments, and the outlying dependencies, may readily be used as a great and unique experimental laboratory. Our over-zealous and impulsive legislators are furnishing an almost bewildering mass of experiments which are "being gratuitously performed for the economist." However, our courts by means of their power to nullify laws, frequently interrupt experimentation. "Most of our political questions have turned upon economic interests or economic ideals." Economic forces operate quite freely in America. Institutionalism has not yet become as powerful as in Europe; and the process of social evolution and economic progress is not seriously distorted by institutional lag. In addition to "official experimentation," this country "has also been the happy hunting-ground of social Utopias," extending from Mormonism to the Brook Farm experiment; and "our business men and lawyers have been peculiarly ingenious in evolving new forms of industrial organizations."

In order adequately to utilize the material freely offered in the great American social laboratory, the need of more teamwork is properly emphasized. "We need a closer coöperation between the universities, the governments, and the various societies and institutions devoted to economic research. In short, we need the principles of 'scientific management' applied to economic science." The individual working alone is at a disadvantage. It is, indeed, worth while again to call attention to "the economic utilization of history."

FRANK T. CARLTON.

---

*Albion College.*

GILLETTE, JOHN M. *Constructive Rural Sociology*. Pp. xii, 301. Price, \$1.60. New York: Sturgis and Walton Company, 1913.

The author of this volume is professor of sociology at the University of North Dakota. His aim is primarily to provide a textbook on rural sociology